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ABSTRACT.

A Rand Library user survey was conducted in February 1975. It involved the collection of sufficient baseline data describing user characteristics, usage, and satisfaction parameters to enable specific library policy alternatives to be evaluated. This article gives a brief overview of the survey instrument design, the data collection methodology, the data reduction process and the structure and distribution of the data, including actual response frequencies. The preliminary analysis is included to provide the policy context for the survey and some additional interpretive information. (Author)

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RAND LIBRARY EVALUATION SURVEY

Cecily J. Surace Marilyn Schoen Donald P. Trees

June 1976

The Rand Paper Series

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The Rand Corporation Santa Monica, California 90406

ABSTRACT

A Rand Library user survey was conducted in February 1975. The basic objective involved the collection of sufficient baseline data describing user characteristics, usage, and satisfaction parameters to enable specific library policy alternatives to be evaluated.

The codebook gives a brief overview of the survey instrument design, the data collection methodology, the data reduction process and the structure and distribution of the data, including actual response frequencies. The preliminary analysis is included to provide the policy context for the survey and some additional interpretive information.

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INTRODUCTION

In support of its general service monitoring and evaluation policies, the Rand Library conducted a library user's evaluation survey during February and March of 1975. The survey questionnaires were distributed through the interoffice mail to all Rand full time exempt employees. The basic objectives of the survey involved the collection of sufficient baseline data describing user characteristics, usage, and satisfaction parameters to enable specific Library policy alternatives to be evaluated. To determine user reaction to present and possible future policies and services, some specific objectives were:

- 1. To measure the professional staff's usage and satisfaction with each of the library's services and collection components.
- 2. To evaluate the degree to which several different policy changes might affect the frequency of usage and the level of user satisfaction with specific services and collection components.
- 3. To collect additional information on use patterns for specific service and collection components.
- 4. To relate data on usage and satisfaction parameters to user characteristics in order to facilitate the evaluation of the impact of future changes in the composition of the Rand research staff and research direction on the Library's service and collection components.
- 5. To relate data on usage and satisfaction parameters to user characteristics in order to evaluate the services supplied and the collection utility for particular user groups and categories.
- 6. To create baseline data for critical demand, usage, and satisfaction dimensions for future use in monitoring and evaluating library performance over time and conducting trend analysis on demand and usage patterns.

The "Rand Library Evaluation Survey" operationalized many of these concerns. The codebook gives a brief overview of the survey instrument design, the data collection methodology, the data reduction process and the



structure and distribution of the data, including actual response frequencies. The preliminary analysis is included to provide the policy context for the survey and some additional interpretive information. The codebook section functions as a basic reference document for all of some 115 variables, and indicates relevant cross tabulations and potential demand and usage models.

PRELIMINARY RESULTS

This section is intended to provide a brief overview of the actions the Library has taken in response to preliminary findings and special tabulations analyzing usage, satisfaction, success in acquiring materials, and responses to policy issues.

The value of the questionnaire is in the Library's ability to understand and interpret the responses in such a way as to improve services and/or introduce new ones. While on the whole the questionnaire returns indicate that the research staff rates the Library as doing a good job, they also indicate there is room for improvement. Because a year has passed since the distribution of the questionnaire, it is possible to report on some improvements introduced by the Library in response to the results, for example:

- o Control of unclassified circulation has been transferred to the Library and materials are now charged directly to the borrower.
- o New book purchases are ordered by telephone from a book dealer and sent United Parcel, reducing paperwork and delay time.
- Our Washington Office Library is used to obtain Government Printing Office publications, increasing availability and reducing delay time.
- o Interlibrary loan requests are sent via teletype; the Library has joined the Southern California Interlibrary Loan Network to speed interlibrary loan service.
- o Improved claims procedures have been implemented to control periodical subscriptions.
- The Tables of Contents service is being accelerated to reduce unnecessary routing of periodicals and increase everyone's access to current issues.
- o. Reference and literature search services have been geared up to respond to the needs of proposal writers, including a fund to purchase or-line bibliographic data base searches when required.

Special subject catalogs in specific program areas (e.g., criminal justice, health sciences, energy, intelligence) have been produced as by-products of the Automated Catalog System.

There are other actions under consideration to improve service response, e.g., a brochure describing library services, accelerated ordering of materials through increased use of prepayment, reorganization of some service sections, direct on-line access to the CIRC intelligence data base, and a more specialized classified reference service.

The questionnaire also confirmed as problem areas several key library services which have long been considered problems with seemingly no satisfactory solutions, for example, the circulation/recall and periodicals routing services. These service areas will remain problems because the responses regarding alternative solutions (mandatory recall and/or loan periods, table of contents instead of periodicals routing) offer no clear mandate. The problems remain, perhaps better defined, certainly tied to the library use behavior patterns of the research staff and definitely in need of more analysis and work on the part of library management.

As was previously mentioned, the codebook includes the response frequencies for all questions. However, because of the potential interest in the questions measuring library use and satisfaction levels, success in acquiring library materials and responses to the policy issues, special tabulations of results follow, displayed in order of importance or rank.

USE

The ranking by mean shows that the services which are engaged in location and delivery of library materials are the heaviest used services, e.g. circulation, periodicals, SDI service, interlibrary loan and the Order Department. These are followed by library services which support the location and delivery services by identifying publications: card catalog, information and reference, accessions list, and table of contents. (See Table 1.0).

Table 1.0
SERVICES RANKED BY MEAN FREQUENCY OF USE*
(Quention 8)

,	den version seden i Francisco (de la cina cinare sedente del del region de Regiondo II de la cina del 2000).		ing approprieto a der er de desdir er pli inne, escriber i Web India ap	L Use Fr	equencies by Perc	ent	
	Service	Mean	,	Less than once every 3'mes;		At least once every 2 weeks	Didn't Know
	•		Don't Use'	at least once every 3 mos.	"At least once a month	at least once a week	Service Existed
۸.	Unclassified				Y	•	,
	Circulation	3.7	6.1	36.0	24.8	30.5	0.6
- S.	Document	١,		ĺ	**************************************	en.	' ' '
	Control			25.2	15.1	33.1 4	1.5
	Center	3.5	22.8	25.3	12.1	33.1.	1.5
F,	Periodical	1	•				
	Collection	3.2	15.1	29.6	21.6	18.9	. 2.5
	Service SDI Service	3.2	26.1	24.6	18.0	19.6	8.0
	Interlibrary	13.0	20.1	1 . 24.0	10.0	19.0	
1.	Loan	2.9	14.8	55.0	15 ³ .7	24.0	0.3
1	Order Dept.	2.8	16.1	50.4	19.3	25.0	1.5
	Unclassified	1	1		17.0		
	Card Catalog	2.8	18.0	50.8	•14.8	13.4	0.3
С.	Information	1	1	0-			
2.	Service	2.7	20.3	46.0	16.7	10.8	3.1
D.	Reference	e	,	6			
	Service	2.7	20.0	49.2	15.4	10.8	2.2
М.	Unclassified		1.		•		u.e
	Accessions				* .		
	List	2.6	39.6	21.5	13.5	17.0	5.1
Н.	Current Tables	j			•		
	of Contents	2.5	33.5	23.1	7.6	13.4	17.3
В.	Classified			• :			0.9
*	Circulation	2.0	55.4	23.5	8.3	8.5	0.9
E	Bibliographic	}		•	•	•	• ,,
. •	Literatüre		00.6	50.0	1 0	0 0	, , , ,
	Search	1.8	38.6	50.3	1.8	0.9	4.8
. ь.	Classified	1.8	56.1	27 6	8.0	· 2.7	1.2
ve	Card Catalog Classified	1.0	30.1	27.6	0.0	2.1	
. N.	Accessions	i .	,	,			
	List.	1.7	66.1	13.0	4.İ	6.9	5.4
٥	Classified	1.,	00.1	13.0	, 411	0.0	
	Reading		æ		•		e e
	Room	1.6	65.1	22.4	4.5	2.5	2.5
Р.	Intelligence	*			, ,,,,		
• •	Facility	1-6	61.8	21.3	5.1	2.4	6:4
.0.	Maps ,	1.6	54.8	36.0	2. 5 ° -	2.8	3 -8
•	·Slavic/				_	Hen.	
	Oriental Lib.	1.3	83.1	6.6	0.6	4.6	2.2

AVERAGE USE PER RESEARCHER

Table /2.0 is based on data from question 8 and shows that on the average the Rand researcher uses the Library 10 to 23 times per month. If it is assumed that the 30% non-respondents to the questionnaire are zero users (unlikely) then in the worst case the lower bound average use per researcher would be 7 times per month (.70 x 10 + .30 x 0) and the upper bound would be 16 (.70 x 23 + .30 x 0). In both cases (with or without the .30% non-respondents) the results seem reasonable considering the nature of library use, which is that a use of one service very often results in a use of one or more other services. For instance a search of the card catalog most often results in the use of circulation services which could lead to use of the order or interlibrary loan services, and a use of reference services usually leads to the use of order, interlibrary loan, periodicals and circulation services. Thus an average of 10 or more uses per month per researcher can be considered reasonable.

Table 2.0

AVERAGE USE PER RESEARCHER PER 3 MONTHS*

	į t	•
No. 20 and an incident contract of the contrac	Lower	Upper
Service	Bound	Bound
A. Unclassified Circulation	3.9 uses	8.3 uses
B. Classified Circulation	1.2	2,6
C. Information Service	1.6	3.8
D. Reference Service "	1.5	3.7
E. Bibliographic Literature Search	.25	1.0
F. Periodical Collection Service	2.7	6.0
G. SDI Service	2.7	5.8
H. Cirrent Table of Contents	1.6	3.5
L. ln:erlibrary Loan	1.8	4.3
J. Order Department	1.7	3:9
K. Unclassified Card Catalog	1.9	4.3
L. Classified Card Catalog	. 7	1.7
M. Unclassified Accessions List	2.1	4.5
N. Classified Accessions List	.8	1.8
O. Classified Reading Room	.4	1.1
P. Intelligence Facility	.5	1.2
Q. Maps	.2	7.
R. Slavic/Oriental Library	.3	1.1
S. Document Control Center	4.3	9.0 🖑
<u> </u>	<u> </u>	
Manal Assessantian m	20.2	68.3
Total Average Use =	30.2	
Average Use Per Month =	, 10	23

*The following scale was used to compute the average use per researcher per three months. The non-respondents were ignored.

Response	Ques	code		Lower Scale	<u>Upr</u>	er Scal	<u>е</u>
Don't use Less than once every 3 months At least once every 3 months At least once a month At least once every 2 weeks At least once a week Didn't know service existed		1 2, 3 * 4 5 6	· ·	0 0 1 . 3 6.5 13		0 1 3 6.5 13 26 0	

SATISFACTION

Question 9 measured the level of satisfaction with various dibrary services. The ranking of satisfaction by mean shows that users generally view the library in a positive way; researchers' reactions to library services range somewhere between more than neutral to satisfied. The table following shows these results ranked by mean satisfaction.

Table 3.0 SERVICES RANKED BY MEAN LEVEL OF SATISFACTION*

· 		Percent	Satisfied		%
Service	Mean	Very Dissatisfied;	Neutral;		Didn't Know
The state of the s		Dissatisfied	Satisfied Very	Satisfied	Service Existed
D. Reference service	4.0	1.8	54.4	37.9	2.5
I. Interlibrary loan	4.0	3.4	63.7	28.9	0.6
F. Periodical collection					
service	3.9	3.7	64.3	26.7	2.2
C. Information service	3.9	1.2	62.5	29.2	3.1
S. Document Control				a a	
Centers	3.8	7.3	58.9	^{25.7}	0.3
J. Order Department	3.7	8.8	67.3	18.2	1.5
A. Unclassified					
circulation	3.6	12.8	68.0	15.7	0.6
G. SDI service	3.6	5.7	65.1	22.7	7.3
B. Classified circula-	·				W .
tion	3.5	1.2	70.5	11.8	2.8
E. Bibliographic				المنفأ بالإناوير	5.1
literature search .	3.5	-3.7	70.5	14.4	5.1
H. Current tables of	, 2,	The state of the state of		00.5	12.5
contents 0	3.4	3.1	67.6	20.5	13.5
K.: Unclassified card			. The second was the second		1 2
catalog	3.4	7.5,	76.9	9.5	1.2
M. Unclassified	1			10.0	4.8
- E / accessions lists "	3.4	5.0	68.2	13.8	4.0
L. Classified card	i:	•			2.5
catalog	3.3	2.4	55.1	6.6	2.7
N. Classified accessions				and all	5.7
lists	3.3	1.2	71.5	11.1	6.4
P. Intelligence facility	3.3	1.8	70.5	12.1	0.4
0. Classified Reading			70.0	7.0	3.1
Room	3:2	4.0	73.0	7.2	4.1
Q. Maps	3.2	6.3	74.1	. /•9	4.1
R. Slavic/Oriental		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	-, ,	۰۰. د ۱.	3.5
Library	3.2	0.3	74.4	4.1	
	1.	· · · · · · · · · · · · · · · · · · ·			

The scale to interpret the mean is

Very dissatisfied	
Dissatisfied	
Neutral 3	3,
Satisfied4	ŧ
Very satisfied5	5

It is not unusual to see those services which involve considerable interaction between users and library staff at the higher end of the satisfaction scale. Nor is it surprising to note that the heaviest used service — unclassified circulation — received the highest dissatisfaction rating. This is one of the areas identified by the Library as a problem area.

AVAILABILITY OF MATERIALS

Availability of library materials is very critical if the Library is to satisfy the informational needs of the research staff. As Table 4.0 indicates, the mean level of success is slightly better than 3 on the scale (often get item in time) for the most heavily used materials — periodicals, reports, books. However, it is clear there is room for improvement in the case of books and current periodicals especially, where almost 15% of the respondents never or seldom get their material in time.

Question 10 measured the level of success experienced in library users in acquiring materials.

Table 4.0

COLLECTION COMPONENTS RANKED BY MEAN*

LEVEL OF SUCCESS IN ACQUIRING LIBRARY MATERIALS

				<u>.</u>		
		, .	%	%	%	% .
	Service	Mean	~1-2	3-4	5	_Don't Use
E.	Classified reports	3.8	2.8	30.6	6.7	55.1
F.	Maps	3.8	2.1	20.8	4.8	65.4
С.	Back issue of periodicals	3.7	3.8	61.4	11.2	19.0
G.	Interlibrary loan	3.7	7.3	59.0	12.8	17.0
D.	Unclassified reports '	3.6	9.9	56.9	10.0	20.0
Ά.	Books	3.4	14.3	67.3	° 6.1	9.6
В.	Current issue of periodical	3.4	14.7	53.8	8.35	20.3

The scale to interpret the mean is:

- 1 Never get item in time.
- 2 Seldom get item in time.
- 3 Often get item in time.
- 4 Usually get item in time.
- 5 Always get item in time.

POLICY CHANGES

Table 5.0 ranks by mean the responses to questions regarding policy changes or new services. Most of the responses indicated there would be an increase in use of the Library if any of these policies were implemented.

WRITTEN COMMENTS

The questionnaire was designed to provide for written comments to selected specific and general open-ended questions. Because of the large number and variety of responses covering specific and broad topics including circulation, periodical routing, personnel budget, physical layout, new services, cataloging, reference and order services, it is difficult to provide a meaningful summary. The only clear signals were the large number of comments on the circulation/recall system (80) and the periodicals service (152), confirming these as problem areas.

A copy of the comments grouped by topic area is available for perusal in the Head Librarian's office.

Table 5.0
POLICY CHANGES RANKED BY MEAN*
(Question 20)

	<u> </u>	1				· ·
. •			%	% Slightly	% Greatly	% Very Greatly
	<u>Policy</u>	Mean	No Effect	Increase	Increase	Increase
J.	Maintaining a Reading Room with current issues of all periodicals.	2.2	24.8	40.6	21.2	11.2
D.	Providing information immediately on who has charged out an item by having such information available at the Circulation Desk	2.1	26.4	40.3	21.5	8.6
		2.1	20.4	40.3	21.5	. 0.0
E.	Establishing special subject catalogs in specific areas of research (e.g., an energy catalog, an education catalog).	2.0	32.8	31.8	22.5	9.6
G.	faintaining a subject area catalog of machine readable data bases available externally (government agencies, uni-		•	To see		
	versities, and private archives).	2.0	31.5	36.1	21.8	7.0
A	Increasing the dissemination of information on existing library resources and services.	2.0	21.8	53.5	15.4	6.1
В.	Establishing a common indexing and retrieval system for all Rand publications and library materials.	2.0	29.0	37.0	22.8	6.1
н.	Maintaining an indexing and retrieval system for machine readable data bases available at Rand by subject area, variable name, unit of analysis, and geographical level of aggregation.	1.9	36.1	33.5	14.8	9.6
F.	Maintaining a subject area catalog of machine readable data bases available					
	at Rand.	1.9	35.7	35.4	17.6	7.3
¢.	Adopting a mandatory return policy for materials in circulation when requested by a second party.	1.8	40.3	34:8	13.5	6.7
к.	for all materials charged out for		47.0		10.0	
	one year or more.	1.7	47.0	28.6	12.2	7.6
I.	Increasing access to bibliographic machine readable data bases available externally.	1.7	37.3	37.3	13.1	5.4°
L.	Establishing a study area in the Library	_1.4	64.5	21.2	v a. : 7. 0	3.1

^{*}The scale to interpret the mean is:.

^{1 -} No effect.

^{2 -} Slightly increase usage.

^{3 -} Greatly increase usage.

^{4 --} Very greatly increase usage.

THE SURVEY INSTRUMENT

The survey instrument was designed to collect data for five major areas:

- 1. Researcher characteristics
- 2. Degree of service and collection usage
- 3. Service and collection evaluation
- 4. Usage patterns
- 5. Policy alternatives

As conceptualized, researcher characteristics and library usage patterns function as primary independent variable categories; and degree of service and collection usage, service and collection evaluation, and policy alternatives, as primary dependent variable categories. Many variables within the dependent categories however are also independent variables in certain analytical contexts i.e., usage and satisfaction function as independent variables for each other. The distribution of questions within these major areas or categories is given in Table 6.0, "Variable Distribution and Item Listing by Variable Category." This table also lists the question number of each item within each category. Approximately 50% of the items requested required the researcher/respondent to evaluate a specific service, collection, or policy alternative. The remaining items provided a context for that evaluation or supplied additional information on library use patterns.

Within the five general categories, twelve theoretical dimensions were covered by the questions:

- Researcher training and orientation
- 2. Research interests .
- 3. Perceived value of the library
- 4. Information gathering habits
- 5. Awareness/knowledge of library services
- 6. Service usage
- 7. Collection usage
- 8. Service evaluation
- 9. Collection evaluation
- 10. Library evaluation

Table 6.0 VARIABLE DISTRIBUTION AND ITEM LISTING BY VARIABLE CATEGORY

Category	Item Distributio	ת תו	Item Number In Instrument
м.	Frequency	%	ı.
Researcher Characteristics	15	13%	1, 2, 3, 4Y, 4M, 5A, 5B, 5C, 6A, 6B, 6C, 6D, 6E, 7, 8 (∑ A-S=9)
Degree of Service and Collection Usage (use/non-use or frequency)	28	24%	8 (A-S), 12, 15, 22, 23 (A-D), 27, 30
Service and Collection Evaluation (satisfaction, success, speed or general evaluation)	34	30%	9 (A-S), 10 (A-G), 11 (A-E), 17, 28, 32
Usage Patterns (materials, response, purpose or distribution)	16	14%	13, 14, 16 (A-E), 19 (A-E), 29, 31
Policy Alternatives (effect on usage, satisfaction or research process)	22	19%	18, 20 (A-M), 21, 24, 25 (A-D), 26, 33

- 11. Usage patterns
- 12. Policy alternatives (circulation, cataloging, information, collection components, library facility organization, and respondent suggestions).

Research findings for each of these theoretical dimensions exist within the adoption/diffusion, communications, and information science literature and the above listing represents standard research categories for evaluating service usage patterns. The distribution and listing of theoretical variables within each dimension and the item or items which were utilized to operationalize the theoretical dimension are summarized in Table 7.0, "Variable Distribution and Item Listing by Theoretical Dimension." Because of limits on the size of the instrument which could be realistically fielded in the Rand environment, all theoretical dimensions of interest were not sampled, and some dimensions were only partially sampled. Priority was placed on information which was not available from other sources (i.e., library records). Only minimal data on researcher characteristics was collected.

Information on usage and satisfaction parameters was collected for each of the library's service and collection components. Table 8.0, "Variable Distribution and Item Listing by Library Service Category" and Table 9.0, "Variable Distribution and Item Listing by Library Collection Category" provides a listing of each service and collection component and the questions which pertained to them. The listing includes all usage, usage pattern, evaluation, and policy items for each of the areas.

The questions were selected for inclusion in the survey on the basis of their relevance for policy analysis and the uniqueness of the information collected. At the time of the instrument design, the disposition of library literature published prior to 1965, the usage of classified materials, periodical routing, the circulation system, and the interlibrary loan system were all issues of major concern.

The formatting and item presentation sequence was designed to minimize the required response time and take advantage of the sophisticated respondent population. A packed grid structure was utilized in presenting the precoded response scales and often several theoretical dimensions were included within the same grid. This format was chosen in spite of the potential for response set because it enabled the respondent to quickly evaluate many non-salient

items in a comparative sense with a manimum time investment. An evaluation of the structure of individual response patterns within grids revealed enough within grid variance in responses to indicate an absence of a format related response set.

The average percent of response omissions was high for the question #9 and #11 grids (3.1% and 7.6%) but within the average range of the other non-grid questions for grid questions #8 and #10 (2.5% and 3.7%). The pattern of omission seems more related to the item salience or respondent interest in the item than to problems created by the grid format.

The average time to complete the instrument was between 10 and 20 minutes.

 ${\tt Tab1e.~7.0} \\ {\tt VARIABLE~DISTRIBUTION~AND~ITEM~LISTING~BY~THEORETICAL~DIMENSION} \\$

The swarf and Dimension	Item Number In Instrument
Theoretical Dimension	0
Researcher Training and Orientation	
X ₁ Department assignment	$\begin{bmatrix} 1 \\ 2 \end{bmatrix}$
X ₂ Discipline orientation X ₃ Hierarchical status	3
X4 Years/months at Rand	4Y, 4M
Paulanus Interacts	
Research Interests X ₅ Project RAND	5A
X6 National Security	5B
X7 Domestic . *	5C
Perceived Value of Library	
X _R Past research projects	64
X ₉ Current research projects	68
X10 Proposal writing	6C ''.
X_{11} Writing for non-Rand publication X_{12} Professional maintenance and development	6E
X ₁₃ Value score	6 (Σ A-E)
information Gathering Habits,	
X ₁₄ Method of Library Material Acquisition	
Awareness/Knowledge of Library Services	8 4 3 5 3
X ₁₅ Didn't know service existed,	8 (A-S)Σ9 responses,
	12 (3 response)
Service and Collection Usage	
X ₁₆ Frequency	8 (A-S), 23 (A-D)
X ₁₇ Occurrence	12, 15, 22, 27, 30
Service and Collection Evaluation .	
X ₁₈ Satisfaction	9 (A-S), 28
X ₁₉ Success of availability	10 (A-G), 17
cX ₂₀ Speed	11 (A-E)
Library Evaluation	
Library Evaluation X21 Overall	32
7 X22 Overall service and collection	9 (XA-3)
X23 Overall collection availability	10 (ΣA-G)
Usage Patterns	
X ₂₄ Circulation (recall)	13, 14
X ₂₄ Circulation (recall) ⁸ X ₂₅ Interlibrary Loan	16 (A-E)
X ₂₆ Bibliographic literature search	19 (A-E) 29
X ₂₇ Classified Materials X ₂₈ Intelligence material sources	31 (A-C)
Policy Alternatives - Circulation X ₁₉ Mandatory return	20C
X ₃₀ Circulation user information	200
X31 Mandatory return after one year	20K 21
X ₃₂ Prior 1964 access delay ? Folicy Alternatives - Cataloging	
X ₂₂ Common library/publications index	208
-X2/ Subject specific catalogs	20E
X ₂₅ Machine readable data bases by subject (Kand)	20F 20G
X36 Machine readable data bases by subject (non-Rand) X37 Machine readable data bases by multiple attributes	20H
Policy Alternatives - Information	
X38 Increased dissemination regarding services	20A °
Collection Components	<u> </u>
Xoo Table of Contents rather than periodical	18
X40 Access to bibliographic machine readable data bases X41 Alternative medium for prior to 1964 materials	201
. V Discard prior to 1965 hooks	25A
X/2 Discard prior to 1964 unclassified reports	25B
X44 Discard prior to 1965 classified literature	25C
X45 Discard prior to 1964 periodical literature	25D. 26
X46 Periodical retention	
Library Facility Organization	201.
X_{47} Study area X_{48} Periodical Reading Room	20J p
a	
Suggestions X49 Other	20M
X ₅₀ What Library, should do	

Table 8.0 VARIABLE DISTRIBUTION AND ITEM LISTING BY LIBRARY SERVICE CATEGORY

	To my North and St. To attenue on the
Service	Item Number in Instrument
Circulation	3A, 8B*, 9A, 9B*, 10A, 10D, 10E*, 10F, 12°, 13, 14, 20C, 20D, 20K, 21, 22, 23 (A-D)
Cataloging	8K, 8L*, 9K, 9L*, 20B, 20E, 20F, 20G, 20H
Accessions List	8M, 8N*, 9M, 9N*
Information and Reference Service	8C, 8D, 9C, 9D, 11A, 11B, 20A
Biblio; aphic Literature Search	8E, 9E, 11C, 19 (A-E)
Periodical Collection Service	8F, 8H, 9F, 9H, 10B, 10C, 18, 20J, 23D, 24
SDI Service	8G, 9G
Current Table of Contents Service	8н, 9н
Interlibrary Loan	8I, 9I, 10G, 15, 16 (A-E), 17, 24
Order Department	8J, 9J
Classified Reading Room	80*, 90*, 11D*, 20L
Document Control Centers	8S, 9S

^{*}Classified service. Also includes items 27-31.

Table 9.0 ... VARIABLE DISTRIBUTION AND ITEM LISTING BY LIBRARY COLLECTION CATEGORY

Collection	Item Number in Instrument
COTTECTION	
Books	10A, 16A, 23A, 25A
Periodicals	8F, 8H, 9F, 9H, 10B, 10C, 16C, 18 20J, 23D, 24, 25D, 26
Reports	10D, 10E*, 16B, 23B, 23C*, 25B, 25C*, 27*, 28*, 29*, 30*, 31 (A-C)*
Mons	8Q, 9Q, 10F, 16D
Machine Readable Data Bases	20F, 20G, 20H, 20I
Intelligence Materials	8P*, 9P*, 30*, 31 (A-C)*
Slavic and Oriental Library Materials	8R, 9R, 11E
Materials Prior to 1964	21, 22, 23 (A-D), 24, 25 (A-D)
Other	10G, 16E, 20M

^{*}Classified collection.

ORGANIZATION OF THE CODEBOOK

Each question from the survey instrument was reproduced exactly as it appeared to the respondent, including any precoded responses. When the question had several parts and multiple response values, it was separated to allow for a clearer format in matching question to answer. Questions with multiple parts but a single response meaning were grouped together rather than separated. Questions #8 and 9 illustrate separation, and questions #16 and #19 grouping of "Circle all that apply." The question was repeated at the top of each page when there were several parts requiring more than one page.

MARGINALS

Immediately to the right of each question is a table of response frequencies commonly called "marginals." The marginals were produced utilizing the statistical package, DIOGENES (Data Base Field Frequency Generator), and the original output format has been utilized to display the data values in the codebook. With the exception of questions #16 and #19, the format is the same for each table. The first column labeled "frequency" lists the total records (cases) read, the total records selected, the number of unique data values, and a breakdown of responses by frequency of each data value. The second column shows the relative frequency of each response expressed as a percentage of all survey records, and the third column lists the data values to which response was made. The data values include both precoded responses and non-data responses (blanks, zeros, and audit codes).

The marginals in this codebook describe the data file in several significant ways. First, they show the incidence of item non-response for each response field by utilizing a system of zeros, blanks, and audit codes. Secondly, they indicate the existence of any extreme values and otherwise represent the distribution of responses among the unique response values. Finally, for certain policy alternatives which do not require a multivariate analysis, the marginals indicate the relative tradeoffs within use, satisfaction, and collection components without any further analysis; being necessary.

For each question to which the respondent should have responded, the response field of the machine readable survey record contains either a well-defined response code, a blank, a zero or an audit code. If a question should not have been legitimately answered by the respondent, the field is hlank. This situation is represented in the marginals by a frequency count, a percent of the total responses value, and a "_ " (blank space) under the listing of unique data values. A blank field reflects an inapplicable question which was skipped by the respondent as a result of the questionnaire instructions (i.e. "Circle and skip to Q 32"). In cases where major skip patterns occur (i.e. Q. #13, #15, #22, #27, and #30), the frequency of respondents appearing in the "no or not applicable" category should be equal to the frequency of "blanks" in the quostions which were skipped. Disorepancies in the total number of respondents indicating no or not applicable to the skip or trigger question and the number of "blanks" in the next question were caused by non-respondents (missing data) on the trigger question who then may have answered any of the next questions, or respondents who after replying no or indicating not applicable in the trigger question, failed to follow instructions. When resolvable, errors of the latter were fixed during the cleaning process by deleting the inappropriate data or fixing the trigger. response.* Note: in questions #4, 5A, 5B, and 5C, blanks signify missing data since zero is a legitimate value.

Missing data is generally indicated by a zero in the response field. For questions with this data value, the respondent should have replied but for reasons of personal choice or involuntary error, did not. For questions #4, 5A, 5B, and 5C, zero is a legitimate response indicating zero years or percent and the "blank" indicates missing data. Note: this reverses the usual convention. In all other cases, zero indicates missing data.

Only the "I" audit code is utilized in the file. An audit code is a non-data code represented as an alphabetic character. The "I" indicates a response that was unintelligible. The respondent did respond to the item but not in a usable manner.

^{*}In res ing any given error, the respondent's answers to other related questions were carefully considered.

Means were computed by multiplying the number of responses by the data value chosen and dividing the total by the number of respondents. The mean calculation was adjusted if respondents indicated the service in question was not applicable, if they did not know the service existed, or if they did not respond at all to the question but should have (missing data). In these adjustments, both the value and the respondent were excluded from the calculation of the mean.

The total number of respondents for the Rand Library Evaluation Survey was 310, a response rate of 70.6%. Users of this codebook should note that the marginals give the distribution of response for only the file of completed and returned questionnaires (n=340). These responses are therefore unweighted.

CODEBOOK



4 -23-

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How many years and months have you been a Rand employee or full-time consultant?

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What percentage of your time has been spent over the last year doing research in $\underline{\text{each}}$ of the following areas?

A./B. NATIONAL SECURITY RESEARCH

DOMESTIC RESEARCH c.

These distributions are omitted.

MONTHS

LATA

FREQUENCY

310 310

MONTHS:

How important to your work has the Rand library been in <u>each</u> of the following areas? (Indicate by circling the average level of importance).

Past Research Projects

> FRECLENCY DATA 310 310 7 10 3.1 12 3.8 11 6.1 25 91 90 29.0 4 66 27.6 5 34 10.9 9 10. TOTAL RECORDS READ RECORDS SELECTED UNIQUE DATA VALUES VERY UNIMPORTANT UNIMPORTANT SOME IMPORTANCE IMPORTANT VERY IMPORTANT NOT APPLICABLE -0 ALL CTHERS

> > MEAN = 3.8

How important to your work has the Rand library been in each of the following areas? (Indicate by circling the average level of importance). Current Research Projects..... FREQLENCY DATA TOTAL PECOPOS READ RECORDS (SELECTED UNIQUE CATA VALUES 310 310 2.80 4.5 9.0 LARY UNIMPORTANT UNIMPORTANT SOME IMPORTANCE 29 75 25.4 IMPORTANT VERY IMPORTANT NOT APPLICABLE 77 24.€ .O ALL CTHERS MEAN = 3.6 Proposal Writing..... LATA. FFEQUENCY TOTAL RECORDS READ RECORDS SELECTED 310 7 LNIQLE DATA VALUES 25 8.0 30 9.6 41 13.1 56 18.0 35 11.2 8.0 0 VERY UNIMPORTANT UNIMPORTANT SOME IMPORTANCE IMPORTANT 3 ⋅ € VERY IMPORTANT NOT APPLICABLE 111 35.7 .O ALL CTHERS MEAN = 2.8 Writing for Non-Rand Publication. TOTAL PECORDS READ
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MEAN = 3.4

IMPORTANT VERY IMPORTANT

NOT APPLICABLE

How do you usually acquire information and/or materials from the library? FREQLENCY 310 . TOTAL REGOEDS READ RECORDS SELECTED UNIQUE DATA VALUES 310 THROUGH A SECRETARY. 40 12.8 213 48.6 DIRECTLY MYSELF..... 18 3 THROUGH A RESEARCH ASSISTANT... THROUGH A DOCUMENT CONTROL CENTER... .O ALL CTHERS 73 8. ... In general, how frequently do you use each of the following listed services? Unclassified circulation (borrowing **FREGLENCY** DATA service)..... 3 10 TOTAL RECORDS READ FECORES SELECTED UNIQUE DATA VALUES. 310 8 5 6.1 DON'T USE 56 18-0 LESS THAN ONCE EVERY 3 months. 2 56 AT LEAST ONCE EVERY 3 HONTES. . 3 AT LEAST ONCE A MONTH 4
AT LEAST ONCE EVERY 2 WEEKS ... 5 77 24.8 51 16.4 44 14.1 AT LEAST ONCE A WEEK DIDN'T KNOW SERVICE EXISTED .. 9 TO ALL CTHERS MEAN - 3.7 Classified circulation (borrowing FREQUENCY TOTAL RECORDS READ 310 RECORDS SELECTED UNIQUE DATA VALUES 310 8 DON'T USE LESS THAN ONCE EVERY 3 MONTHS, 2 36 11.5 37 11.8 AT LEAST ONCE EVERY 3 MONTHS ... 3 26 18 AT LEAST ONCE A MONTH4
AT LEAST ONCE EVERY 2 WEEKS ...5 DIDN'T KNOW SERVICE EXISTED ... 9 .O ALL CTHERS MEAN = 2 Information service (directory type questions)..... FREQUENCY TOTAL RECORDS READ RECORDS SELECTED UNIQUE DATA VALUES 310 8 8 €3 20.3 DON'T USE LESS THAN ONCE EVERY 3 MONTHS. 2 AT LEAST ONCE EVERY 3 MONTHS. 3 83 26.7 60 52 16.7 8.3 26 DIDN'T KNOW SERVICE EXISTED ... 9 10 3-1 .O ALL CTHERS MEAN - 2,7

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8. In general, how frequently do you use each of the following listed services? Reference service (quick subject searches).... FLOCICL SY-GY TOTAL + (CO 405 + CAC RECEFUE BELLCIAS LNICLE BATA VALUES 310 1.00 83 26.7 AT LEAST ONCE EVERY 3 MONTHS ... 3 70 24.5 C. 3 DIDN'T KNOW SERVICE EXISTED ... 9 .O ALL CTHERS MEAN = _2.7_ Bibliographic literature search (extensive subject searches).... FEEGLENCY TOTAL RECORDS READ PECCES SELECTED 310 LNIQUE DATA VALUES 8 3. . Ω 120 38.6 125 40.3 21 10.0 AT LEAST ONCE EVERY 3 MONTHS . . 3. 6 2 AT LEAST ONCE A WEEK . DIDN'T KNOW SERVICE EXISTED ... 9 O ALL UTHERS MEAN = 1.8 Periodical collection service (back issue article reproduction) ... FFEQUENCY TOTAL RECOPUS READ. RECOPUS SELECTED UNIQUE DATA VALUES 310 8 0 47 15.1 1 LESS THAN ONCE EVERY 3 MONTHS. 2 AT LEAST ONCE EVERY 3 MONTHS .. 3 60 19.3 AT LEAST ONCE A MONTH4 68 21.8 9.6 . 30 8 .O ALL CTHERS MEAN = 3.2 SDI service (routing of articles . % of interest)..... DATA FREQUENCY 310 TOTAL RECORDS READ.
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in general, how frequently do you use each of the following listed services? Classified card catalog..... 1.617 1 FRAGUANCY TOTAL CENTRES OF AD RECORDS SELECTED UNIQUE LETT VALUES 310 8 3. 8 174 50.1 51 16.4 35 11.2 3 MEAN - 1.8 Unclassified accessions FREQUENCY 310 TOTAL BECORDS REAC RECORDS SELECTED UNIQUE DATA_VALUES 310 8 2.8 0 123 39.6 1 39 12.5 2 28 9.0 3 28 9.0 42 13.5 AT LEAST ONCE EVERY 3 HONTHS ...3 32 10.3 21 6.7 6.7 6 5.1 9 16 DIDN'T KNOW SERVICE EXISTED ...9 .O ALL ETHERS' MEAN - 2.6 Classified accessions list..... DATA FREGUENCY TOTAL RECORDS READ RECORDS SELECTED LNIQUE DATA VALUES 310 310 3.8 0 205 66.1 DON'T USE 24 17 LESS THAN ONCE EVERY 3 MONTHS. . 2 AT LEAST ONCE EVERY 3 MONTHS ... 3
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Hov	s watisfied are you with the librar	v's performance to date in pro-	widing each of the following listed services?
E.	Bibliographic literature searches (extensive subject searches)		FREQUENCY T DATE
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F.	Periodical collection service (bac		
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-	Q	•	MFAN = 3.9
b.·	SDI service (routing of articles of interest)	•	FACQUENCY T DATA 310 TOTAL RECORDS READ 310 RECORDS SELECTED
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H.	Current table of contents service for periodicals	•	
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entialised are you with the librar	y's performance to date	in providing each of the	following likelyd services?
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Intelligence	•	MEAN =	3.2
VERY DISSATISFIED		310 310 7 47 15. 3 168 54. 51 16. 18 5.	9 1 9 2 1 3

ow satisfied are you with the libra	ry's performance to date in providing	each of the following listed se	rvic
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Document Control Centers?			
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VERY SATISFIED5 DIDN'T KNOW SERVICE EXISTED9		79 25.4 5 1 .3 9 0 ALL CTHERS	
1.		MEAN = 3.8	

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A measure of <u>document location services</u> is the availability and delivery of an item upon request. What <u>level of success</u> have you experienced in acquiring each of the following materials? Α. Books FPECULNCŸ TOTAL RECURDS READ RECORDS SELECTED 310. ·\ 310. ·\ UNICLE DATA VALUES NEVER GET ITEM IN TIME.....1 30 DON'T USE SERVICE.....9 O ALL CTHERS MEAN - 3.4 Current Issue of periodicals....... FRECLENCY TUTAL RECORDS READ
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2 310 3 1 0 7 2.5 NEVER GET ITEM IN TIME....1 39 12.5 73 23.5 94 30.3 26 E.3 (3 20.3 DOM'T-USE SERVICE.....9 .O ALL CTHERS . 4 MEAN +_ Back Issue of periodicals..... DATA FREQUENCY TOTAL RECORDS REAC RECORDS SELECTED UNIQUE DATA VALUES 310 310 6 13 13 4.1 0 12: 3.8 2 72 23.1 3 119 38.3 4 35 11.2 5 59 19.0 9 SELDOM GET ITEM IN TIME....2 .O ALL CTHERS MEAN -

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10. A measure of document location services is the availability and delivery of an item upon request. What level of success have you experienced in acquiring each of the following materials? Unclassified reports..... PRECLENCY 310 310 TOTAL RECORDS REAL RECORDS SELECTED UNIQUE DATA VALUES 9 2.8 0 NEVER GET ITEM IN TIME....1 SELDOM GET ITEM IN TIME....2 57 18.3 120 38.6 21 10.0 20.0 £2 .O ALL CTHERS MEAN . 3.6 Classified reports..... ***** FREQUENCY CATA TOTAL RECORDS READ PECORES SELECTED UNIQUE DATA VALUES 310 0 SELDOM GET ITEM IN TIME....2
OFTEN GET ITEM IN TIME....3 USUALLY GET ITEM IN TIME...4 ALWAYS GET ITEM IN TIME...5 DON'T USE SERVICE.....9 .O ALL CTHERS MEAN = 3.8. T FRECLENCY . TOTAL FECTION REAL RECORDS SELECTED 310 310 UNIQUE CATA VALUES 20 6.4 NEVER GET ITEM IN TIME....1 SELDOM GET ITEM IN TIME ... 2 2 G 3 .O. ALL CTHERS MEAN - 3.8 Interlibrary loan items........ FREQUENCY **F.ATA** TOTAL RECORDS READ RECORDS SCLECTEL UNIQUE DATA VALUES 310 11 NEVER GET ITEM IN TIME..... SELDOM GET ITEM IN TIME....2
OPTEN GET ITEM IN TIME....3 USUALLY GET ITEM IN TIME ... 4, ALWAYS GET ITEM IN TIME....5 DON'T USE SERVICE......9 .O ALL OTHERS MEAN - .3.7

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(directory type questions).	•• "	a .	-1			•	
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11. A measure of reference services is the speed of response to a request for information or reference. What speed of response have you most often experienced for each of the following services?

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WITHIN TWO WEEKS. 3 41-2 3

WITHIN ONE WEEK. 4 4 1-2 3

WITHIN ONE WEEK. 4 4 1-2 3

WITHIN ONE WEEK. 4 5 5 5

DON'T USE SERVICE. 9 2 261 84-1 5

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12. Do you usually utilize the Circulation Services' recall process if the library item you require is checked out?

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13. Has an item which you have borrowed ever been recalled?

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23. How often do you use wach of the following types of library literature prior to 1965?	e published	, A
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B. Unclassified report	r	
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If it became necessary to discard pre- 1964 periodical runs because of space requirements, would you prefer that the library: (Circle one) FREGLENCY CATA E TOTAL RECORDS GRAD RECORDS SCENETAD UNIQUE DATA VALUES 310 19.6 Had a misrotora copy of the periodical Proving interlibrary loan photoduplication serving (Specify) 10.3 .O ALL 'CTHEFS MEAN = 1.7_ The information science literature indicates that 90% of library requests are incormation science literature indicates that 90% of library requests are for materials published in the last ten years. Based on this and considering your own information needs, what would be the effect on your research effort if the library was to discard its collection of materials published prior to 1965? Book FPECUENCY TOTAL RECORDS KEAD RECORDS SELECTED UNIQUE DATA - VALUES 310 2.8 52 16.7 114 36.7 NO EFFECT.....1 SLIGHT EFFECT......2 SIGNIFICANT EFFECT...3 104 33.5 3 31 10.0 4 .0 ALL CTHERS DISASTROUS EFFECT 4 MEAN = 2.3 Unclassitied report literature...... FREQUENCY 310 TOTAL RECORDS READ 310 RECCRES SELECTED UNIQUE DATA VALUES E3 26.7 .NO EFFECT.....1 146 47.0 56 18.0 14 4.5 SLIGHT EFFECT.....2 SIGNIFICANT EFFECT...3 DISASTROUS EFFECT....4 .O ALL CTHERS. MEAN - 1.9 Classified report literature..... FREQUENCY . CATA . TDTAL RECOPDS READ RECORDS SELECTED LNIQUE DATA VALUES 310 0 18 5.7 172 55.4 68 21.8 36 11.5 16 5.1 NO EFFECT.....1 SLIGHT EFFECT.....2 SIGNIFICANT EFFECT...3 DISASTROUS EFFECT...4 . O ALL CTHERS

26. If a cost analysis showed that it would be more cost effective to obtain a photocopy of a periodical article through interlibrary loan rather than retention of the periodical, would you consider this the primary criterion on which to determine the periodical retention policy of the library?

| FFECUENCY 7 DATA | | 310 | TCTAL VECUENCS SELECTE: | 310 | RECUENCS SELECTE: | 310 | RECUENCS SELECTE: | 320 | 624 | 624 | 625 | 624 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625

28. Are your classified information needs satisfactorily met by the library?

FPECLENCY Z CATA

310 TOTAL RECORDS READ RECORDS SELECTED UNIQUE DATA VALUES

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.0 ALL CTHERS

-42

Roughly what percentage of your information needs require classified materials? FREQUENCY CATA TOTAL RECURDS READ RECCROS SELECTED UNIQUE CATA VALUES 310 310 26 MEAN = 38% 55.4 .9 000 1.2 001 .3 002 4.5 005 4.8 010 1.5 015 .3 016 3.5 025 .3 028 2.8 030 •3 034 •3 035 040 050 7.0 050 1.5 060 •6•065 •3 067 •6 070 067 •6 070 3•1 075 2•2 080 2•2 ũ 2.2 090 .3 095 .6 100 . C ALL CTHERS

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What percentage of your intelligence information needs are obtdined from each of the following sources? FRECUENCY A. CLASSIFIED LIBRARY TOTAL RECORDS READ 310 310 FECURES SELECTED UNIQUE DATA VALUES . - MEAN = 40.3% 000 002 -3 004 1-2 005 1-8 010 1-8 020 -5 025 1-8 030 1.8 3 033 3 035 5.4 050 1.5 C6C 1.6 070 08C 090 .6 095 1.2 100 .0 ALL CTHERS

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31. What percentage of your intelligence information nee of the following sources?	ds are obtained i	trom each	***	•
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32. In general, do you think the library service is getti	ng better or wor	se?		
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DEFINITELY BETTER		32 9 64 171 24	10-3 0 2-8 1 21-8 2 55-1 3 7-6 4	-
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DATA COLLECTION METHODOLOGY

The Rand Library distributed the questionnaire via the internal mail service to all 439 members of the professional research staff on February 24, 1975. The listing of professional staff members was supplied by Personnel. Administrators, editors, librarians, and non-exempt support staff were excluded from the survey. A letter from the President of Rand, Don Rice, requesting cooperation from the research staff was attached as a cover letter. (See Figure A for a copy of the cover letter.)

By March 7, 1975, the Library had received back 59% of the original mail out of 259 of 439 questionnaires. The first follow up was conducted on March 11, 1975 by general announcement. The article below was placed in "Rand Items," the weekly newsletter which is circulated to all personnel at Rand.

RAND LIBRARY EVALUATION SURVEY

"If you are still mulling over your copy of the Library Evaluation Survey, please complete and return it to the Library as soon as possible. Over 60% of the questionnaires, distributed February 24 to research staff members, have been returned. In order to have as complete an analysis as possible of the research staff's evaluation, the Library would appreciate your returning the questionnaire now if you have not already done so."

By March 20, the breakdown by department was as follows:

•	Distributed	Returned	% of Return
Economics	60 [°]	44	73.3%
Engineering	. 51	35	68.6%
Information Sciences	81	- / 50	61.7%
Management Sciences	112	77	68.8%
Physical Sciences	44	26	59.1%
Rand Computation Center	34	16	47.1%
Social Science	² 46	20	43.5%
Administration	5	5	100.0%
DPD	6	5 4	83.3%
Unmarked		. 1	
Total	439	279	63.6%

The first follow up increased the response rate by 4.6%.

Figure A

MEMORÂNDUM

February 20, 1975

To:

Research Staff.

From:

Don Rice

Subject:

LIBRARY QUESTIONNAIRE

The Rand Library with support from RCC is conducting a survey of user evaluation of library services. The purpose of this study is to provide the Library with information it can use to make changes and improvements in its services and resources, and to guide it in the development of future new services.

Your cooperation in answering the attached questionnaire is important to this study. The questionnaire is designed with skip pattern questions to speed you along and should take less than twenty minutes to complete. Please return the completed questionnaire to the Library not later than March 7.

DBR:iy Attachment On March 20, 1975 a second follow up utilizing a different method was implemented. An announcement was made during a ROMEC (Rand Office Management Evaluation Committee) meeting regarding the return of the questionnaire. The following excerpt is from the ROMEC minutes:

Library Questionnaire

"Cecily indicated that about 64% of the 439 questionnaires distributed had been returned. Quite a number of written comments had been received and the results are providing useful information and some excellent suggestions. The results will be analyzed via computer. Cecily requested assistance from administrators in several departments where the returns were slow in coming in. She will comment later on the final results of the questionnaire."

Following the meeting administrative assistants in the departments were also contacted and asked if they would contact researchers who had not responded to the questionnaire. They were given the names of those members of the research staff.

Not quite 68% of the questionnaires had been returned by April 14.

	Distributed	Returned	% of Return
Economics	60	47	78.3%
Engineering	51	38	74.5%
Information Sciences	81	52	· 64.2%
Management Sciences	112	82	73.2%
Physical Sciences	44	27	61.4%
Rand Computation Center	34	18	52.9%
Sccial Science	46	22	47.8% s
Administration'	5	5	100.0%
DPD	6 ,	5.	83.3%
Unmarked	-	1	<u> </u>
Total	439	297	67.7%

The second follow up increased the response rate by 4.1%.

The third and final follow up was conducted on April 15, 1975 in "Rand Items."

LIBRARY QUESTIONNAIRE DEADLINE

"The deadline to return the Library questionnaire is Friday, April 25. The Library is eager to have all researchers (both Library users and non-users) express their library needs. If you have lost your questionnaire and need a replacement, call Ext. 368."

The third follow up increased the response rate an additional 2.9%



The final return totaled 310 questionnaires, or an overall 70.6% return. Final breakdown by department was as follows:

*	Distributed	Returned	% of Return
Economics	60	49	81.7%
Engineering	51	38	74.5% "
Information Sciences	. 81"	56	69.1%
Management Sciences	112	87	77.7%
Physical Sciences	44	28	63.6%
Rand Computation Center	-34	[*] 18	52.9%
Social Science	46.	23 ° .	50.0%
Administration	5 ' `	5	100.0%
DPD	6	. 5 ·	83.3%
Unmarked		<u> </u>	<u> </u>
`Total	439	310	70.6%

The total number of respondents for the Rand Library Evaluation Survey was 310, a response rate of 70.6%. Users of this codebook should note that the marginals give the distribution of response for only the file of completed and returned questionnaires (n=310). These responses are therefore unweighted. The potential non-response bias can be evaluated in part by examining Table 10.0, "Response/Non-Response by Department Classification" and Table 11.0, "Response/Non-Response by Job Classification." Economics and Management Sciences Departments are slightly overrepresented and the Computer Services Department (then RCC) and the Social Science Department are slightly underrepresented in the file. The discrepancy between Personnel's record of department assignment and the individual respondent's perceived department classification is probably minimal. A slight non-response departmental bias is apparent but potentially unrelated to variables of interest because of departmental heterogeneity.

For job classification, assignment errors occur and the comparison and interpretation are more difficult. Respondents do not necessarily feel bound by the personnel classifications reflected in the instrument and in addition, change their choice of job classification as their particular job responsibilities change and identities are modified. Allowing for classification errors, no startling differences between theoretical and actual distributions occur, and social scientists still are underrepresented while

Table 10.0 RESPONSE/NON-RESPONSE BY DEPARTMENT CLASSIFICATION

		• • •		
Job Classification Listed in	Actual Re (How Responder	nt Perceived	(Personn	
Questionnaire	Department Cla	"" "" "" "" "" "" "" "" "" "" "" "" ""	Frequency	assification)
	Frequency	/6:	rrequency	/6,
ADM Northwest States	5	0 1.6	5	1.1
PERS	0	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	0 - ,	·
DPD	5	1.6	6	1.4
PSD	. 28	9.0	44	10.0
ECON	49	15.8 ⁽¹⁾	60	13.7
PUBL	° 0 5	`	o	, ¹
ENGR	38	12.3	51	11.6
RCC	18	5.8 ⁽²⁾	34	47.7
ISD	56	18.1	31	18.5
SSD /.	23	7.4(2)	46	10.5
MSD	87	28.1 ⁽¹⁾	112	25.5
Unmarked	1	₹.3	0	
Totals	310	100%	439	100%

^{(1)&}lt;sub>Overrepresented</sub>
(2)_{Underrepresented}

Table 11.0
RESPONSE/NON-RESPONSE BY JOB CLASSIFICATION

JOB CLASSIFICATION LISTED IN QUESTIONNAIRE	Actual Response (HOW RESPONDENT PERCEIVED JOB CLASSIFICATION)		Theoretical Response (PERSONNEL JOB CLASSIFICATION)	
	Frequency	%	Frequency	%
ADMINISTRATION	13	4.2	1	.2
COST ENGINEER	10	3.2	13	3.0
ECONOMIST	53	17.1	70	16
ENGINEER	34	11	61	13.9
LOGISTICS SPECIALIST	2	" •7	4	• 9
MATHEMATICIAN	26	8.4	49	11.2
SYSTEMS INFORMATION SPECIALIST ²	6 .	1.9	. 0	Ö,
OPERATIONS RESEARCH SPECIALIST	23	7.4	21	4.8
PHYSICAL SCIENTIST	29 , 5	9.4	43	9.8
PROGRAMMER ANALYST	41 .	13.2	65	14.8
PSYCHOLOGIST *	3 0	1.0	2, -	4
SOCIAL SCIENTIST	38 -	12.3	. 73	16.6
COMPUTER SCIENTIST	13	4.2	13	3.0 💃
OTHER (SPECIFY) 3'	16	5.2	24	5.5
NO RESPONSE ⁴	3	1.0		
TOTALS	310	100%	439	100%

 $^{^1}$ One individual classified as an administrator by personnel requested the questionnaire. Otherwise administrators, editors and librarians were not on the distribution list which was restricted to professional research staff members. Those who responded "Administration" were often department heads, program managers, etc. who are not ¢lassified by personnel as "administration."

Although six respondents indicated this job classification, personnel did not list it as a classification in 1975. Other respondents corrected the job title to "Information Systems Scientist" which personnel does list with 13 individuals.

Respondents wrote in the following: RGI-researcher; information systems scientist (2); research programmer; senior staff member; statistician (3); natural scientist; military analyst (2); systems programmer; MD; research assistant; consultant to health program; site director. Personnel listed 3 job classification other than those on the questionnaire: information systems scientists (13); research programmers (10); natural scientist (1).

One respondent tore the front page from his questionnaire; two listed themselves as "assistant professionals" and did not indicate a job classification.

economists are slightly overrepresented. For the mathematicians and operations research specialist, the differences are probably due to classification perception differences.

The non-response bias probably does not significantly affect the marginals. From another point of view, the library primarily serves its users and especially those users with a vested interest in the library policies. For the non-respondents the library can be considered a non-salient issue.

CLEANING PROCESS

The marginals in the codebook represent the data values exactly as they exist on the edited machine readable file of survey data. This data file is basically a computer image of the respondent's answer recorded in the questionnaire. The data values on this edited file, however, differ in certain documented ways from the original unedited hardcopy. Sometimes the respondent responded inconsistently, failed to follow the skip instructions, omitted questions and/or otherwise responded outside the structure of the instrument. In addition, some responses were unintelligible (i.e., two responses for a single item or an unreadable response). In order to improve both the quality of the data as well as reduce the hardcopy questionnaire responses to a machine readable file, an operation called "data cleaning" was performed by the Survey Data Preparation group of the Computer Services Department.

The survey data preparation cycle is both linear and iterative. For the Library survey the questionnaires were received from the library SDP's data control. After being inventoried, labeled, logged, and filed the materials formally entered the processing cycle. First, the questionnaires received a prekeypunch edit to insure that the document could be directly keypunched. When the prekeypunch edit was completed, the documents were transferred to data entry for the keying of the data onto computer tapes. The computer readable files as they come from data entry were then passed through a computerized cleaning program that checked the data for range and logic When data did not conform to the cleaning specifications, an error report listing was produced. These error report listings were examined and evaluated by the editing staff to determine the nature of the error and the appropriate method of resolution. Eventually, the error reports were resolved by correcting or modifying the data; ignoring the error message and overriding the cleaning specification for the particular case; or overriding the cleaning specification and flagging the data value as suspicious.

When a case passed all the prescribed range and logic checks, it was declared "clean" and added to the accumulating clean master file. The "dirty" cases were cycled in an iterative process until all were declared "clean."

The accumulation of "clean" cases was then passed against the final version of the cleaning specifications and declared a master clean file. This edited data file, the final version of the machine readable cleaning specifications, a record of all corrections, updates and overrides, and a listing of all suspicious data values were then ordered in a transaction file for later use.

The data entry instructions for the library questionnaire were as follows:

- 1. Punch as shown.
 - 2. Punch "I" in fields that cannot be read.
 - 3. All fields that are blank are to be punched as blanks.
 - 4. Right justify, and zero fill "written" number fields.
 The following questions are the ones involved:
 - a. Question #4 -- Years, Months.
 - b. Questions #5:A, #5:B, #5:C -- percent.
 - c. Question #29 -- percent.
 - d. Questions #31:A, #31:B, #31:C -- percent.
 - 5. Columns "77-78/" will be "blank" or "22" only.
 - 6. Precede responses to questions #1 and #2 with zeros.

The new keypunched file with the exception of any data entry transcription errors, formatting conventions and/or "illegible" response fields corresponds directly to the hardcopy questionnaire it represents.

The cleaning process was designed to resolve three basic types of problems: data entry and reduction errors, respondent data inconsistencies, and non-data occurrences. The resolution of transcription or cleaning errors and non-data occurrences were cierical tasks, but respondent data inconsistencies presented situations of conflicting considerations of data quality, data integrity and interpretative bias.

The cleaning programs identified 208 dirty cases which produced a total of 548 error messages (141 range and 407 logic). These error messages reflected both inappropriate data values (i.e. blanks when a question should have been answered) and inconsistent data values based on a previously selected response. Whenever an editor was confident of the nature of the error, and the resolution was consistent with other data in the questionnaire, extra data produced when the respondent incorrectly followed skip pattern

instructions was deleted and/or pointer/trigger question responses were modified. When in doubt, the response was not altered. Double responses were treated as missing data since it was usually impossible to be confident of the correct value. Missing data was coded zero when the respondent should not have omitted the question and left blank when the skip was appropriate. The editing process was executed in a conservative manner with regards to the updating of respondent given data.

Upon the completion of cleaning, the marginals were run utilizing the "edited" or master clean file.